

# **MEETING OF THE BOARD OF TRUSTEES OF THE EVERGREEN STATE COLLEGE**

**Wednesday, September 8, 1993  
Daniel J. Evans Library, Room 3112  
Olympia, Washington 98505**

**Trustees Attending:**

Lila S. Girvin  
Frederick T. Haley  
Dwight Imanaka  
Edward F. Kelly  
Christina A. Meserve  
John N. Terrey  
Carol Vipperman

**Representatives to the  
Board Attending:**

Charen Blankenship, Staff  
Ray Goforth, Student

**Staff Present:**

Art Costantino, Vice President for Student Affairs  
Patty (Firman) Henson, Executive Director of Development  
Lee Hoemann, Executive Assistant to the President  
Judy Huntley, Registration and Records  
Steve Hunter, Director of Institutional Research  
Jennifer Jaech, Assistant to the President  
Jane Jervis, President  
Jan Kido, Master in Teaching program  
Nancy McKinney, Special Assistant to the Executive  
Vice President  
Les Purce, Executive Vice President for Finance  
Colleen Ray, Longhouse Project  
Rita Sevcik, Administrative Assistant to the President  
Barbara Smith, Academic Dean  
Steve Trotter, Budget Officer  
Mike Wark, College Relations  
Greg Williamson, K-12 Initiative  
Les Wong, Academic Dean  
Bill Zaugg, Administrative Assistant for Budget, Student Affairs  
Division  
See permanent roster for others attending

**Others Attending:**

Jan Frickelton, Assistant Attorney General

## WORK SESSION

The work session was convened shortly after 9:00 AM by Chair Meserve. The Board reviewed their draft self-evaluation and cover letter to the Evergreen community. Several suggestions were made and included in the final version which is attached to these minutes.

The President distributed her draft goals which are organized into long-range and short-range goals. She asked for comment by September 25.

Based upon the meeting scheduled with the Governor on October 12, Trustees expressed interest in sitting in on an academic program that afternoon prior to the evaluation of the president the evening of October 12.

### Strategic Planning

Dr. Lidman reviewed the College's preliminary thinking about the strategic planning effort, asking that the Trustees think about the Board's role in this effort. He distributed articles about planning which demonstrated the difficulties in approaching this project in the higher education culture. He discussed the first planning effort which resulted in Board approval of a plan in 1986, developed for a time of growth. A revision of the strategic plan was begun during 1989-90. He mentioned the ongoing assessment effort which is one of the mechanisms for determining whether strategic planning is working. He added that a strategic plan has to reflect the emerging dreams and visions of new faculty.

Steve Hunter reviewed recent efforts which are summarized (and found in their entirety) in the background packet he provided for Trustees. He discussed the wide consultation process which had taken place. Trustee Vipperman expressed the hope that an assessment of the College's deficiencies will be presented to the planning council and suggested it would be useful to collect information about why students leave Evergreen. Trustee Girvin suggested it would be helpful to ask graduates to tell us what they think is going on (bringing them in as resource people). Mr. Hunter will try to arrange a student presentation to the Board. Mr. Hunter identified a major policy issue--access to higher education (how do policy makers make room in the system for the number of students who want to get in?)

Dr. Lidman reviewed the role of the external bodies. The Higher Education Coordinating Board directed agencies to include planning for "time to degree." The HEC Board requires institutions to develop strategic plans and directs that budget requests be tied to that plan. He again raised the question of Trustee involvement; Trustees asked that the College tell the Trustees what the administration feels is appropriate involvement.

Trustee Terrey felt the College's future will be externally imposed unless the College develops a plan. He felt Trustees should be the keepers of the dream and should participate as observers (not voting members). He expressed interest in having periodic reports.

**Selection of Longhouse Site**

Colleen Ray, the staff member working on the Longhouse project, reviewed the membership of the architectural planning committee; and discussed pros and cons for the three sites which were considered. Trustees took a walking tour of the proposed site.

**Lunch with Senator Gaspard**

Trustees had informal conversation with Senator Gaspard who talked about the economic future of the state. He pointed to the need for a partnership between the public and private sectors, working together on a common agenda.

**REGULAR MEETING**

The regular meeting was called to order by Chair Meserve at approximately 1:35 PM. The agenda was approved as distributed. Art Costantino introduced Evergreen graduate Nina Powell, Coordinator of Evening/Weekend Student Services. The agenda was accepted as distributed.

**Chair's Report**

Chair Meserve mentioned the Board retreat on August 26; the strategic planning presentation in the work session; the tour of the Longhouse site; and lunch discussions with Senate Majority Leader Marc Gaspard regarding economic and population forecasts and the impact that those factors will have on the strategic planning effort.

**President's Report**

President Jervis mentioned the student orientation for fall quarter and the book seminar designed for students and their parents. She also discussed student loan default rates at Evergreen, clarifying that the loan default rates are a national problem (17.5 percent) but it is not an Evergreen problem (4.7 percent)--she provided information on each of the loans available at Evergreen.

Russ Lidman and Les Wong gave a progress report on the Evening/Weekend Program which will commence this quarter. This program provides the service to the region that the College has talked about for some time. Provost Lidman volunteered that the College needs to do research among students when they enroll in order to develop information that will help determine future focus. Jennifer Jaech discussed four legislatively mandated studies which the College is responding to: (1) As part of the College's strategic plan, the institution will be required to develop a plan to reduce "time to degree." (2) the College will be required to submit a plan to combat underage drinking on campus to the Higher Education Coordinating Board and four legislative committees. (3) Even though hazing has not been a

problem at Evergreen, the College is required to develop sanctions regarding this activity.  
(4) The College is required to inform students about the share of their educational costs that the state is paying, expressed in dollar amounts (not in terms of percentages).

Vice President Purce reported that the College has entered a contract with the financial consultant firm of Evans and Dodge of Seattle.

President Jervis informed Trustees that, in response to the concerns raised by the Board, a copy of the social contract will be distributed this fall to not only students, but also to staff and faculty. The Chair of the Board will add her signature to the cover letter to staff and faculty. The President reported that the College's affirmative action officer testified in favor of the hate crimes law which was passed by the City of Olympia the previous evening. President Jervis shared that she has recently been appointed to the Washington Task Force on International Education and Cultural Exchanges (coordinated by the HEC Board) and has been asked to stand as a Commissioner for the Northwest Association of Schools and Colleges. She has also agreed to serve on the fund-raising committee for the Family Support Center in Olympia. She apprised the Board of her external meetings with key legislators and former Trustees and mentioned other external activities.

Student Representative Ray Goforth mentioned his perception that financial aid is vastly improved over the situation of last year. He proposed that there be a discussion as part of strategic planning about synchronization between curriculum offerings and students' interests. Staff Representative Charen Blankenship reported staff are concerned about the potential impact of initiatives 601 and 602 not only on staff jobs but on their ability to serve students.

Trustee Vipperman requested that time be provided on the Trustees' agenda on October 12 for a discussion with the administration regarding how the College can address the issue of productivity.

#### **APPROVAL OF MINUTES - Action**

**Motion** Ms. Vipperman moved approval of the minutes of the July 14, 1993  
**9-1-93** meeting as corrected. Seconded by Ms. Girvin and passed.

#### **ACCEPTANCE OF THE INTERNAL AUDITOR'S REPORT ON PRESIDENTIAL TRAVEL - Action**

Internal Auditor, Mas Jones, reported that he found the President's travel for the period between January 1, 1993 through June 30, 1993 to be in order.

**Motion** Mr. Imanaka moved acceptance of the attached Internal Auditor's report on  
**9-2-93** the President's travel for the six-month period between January 1, 1993, and June 30, 1993. Seconded by Mr. Haley and passed.

This action is in compliance with the requirements of the Office of Financial Management.

### **APPROVAL OF THE MASTER IN TEACHING DEGREE PROGRAM IN TACOMA - Action**

Dr. Lidman requested Trustee approval of the staff proposal to offer one cycle of the Master in Teaching program in Tacoma beginning fall, 1994. Director Jan Kido and her colleagues have done preliminary work in identifying the market and the need for the program. The Provost has had conversations with his counterparts at PLU, UPS and UW - Tacoma. Trustee Kelly asked why this proposal was for a one-time basis (it will eliminate the program on the Olympia campus).

**Motion** Ms. Vipperman moved approval to submit a proposal to the Higher Education  
**9-3-93** Coordinating Board (attached) requesting that The Evergreen State College be authorized to offer one cycle (two-year period) of the Master in Teaching program on the Tacoma campus beginning Fall, 1994. Seconded by Ms. Girvin and passed.

### **APPROVAL OF THE LONGHOUSE EDUCATIONAL AND CULTURAL CENTER - Action**

Vice President Purce recommended approval of the Longhouse Educational and Cultural Center site visited by the Trustees during the work session.

**Motion** Ms. Vipperman moved approval of the Longhouse Educational and Cultural  
**9-4-93** site located at the end of Dogtooth Lane at the west end of Red Square. Seconded by Ms. Girvin and passed.

## **REPORTS, DISCUSSION ITEMS, OTHER BUSINESS AND INFORMATION**

### Academic Seminar Video Presentation

Susan Fiksdal discussed an assessment project she had done on TESC's seminars (entitled "Getting the Floor") and discussed differing ways in which people are heard in seminar. She discussed factors surrounding conversational styles and other elements of the seminar. In her study she discovered at least 3 continua of seminar styles: coherent to unfocused; cooperative to conflictual; energetic to quiet. The videotape she showed the Board was of a focused and cooperative seminar.

### Report on External Funding for the Academic Area

Patty Henson discussed the partnership between the development office and the academic deans to secure outside funding for the academic area. She highlighted accomplishments of

